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From: Cindie Ogata [cindieogata@yahoo.com]
Sent: Tuesday, April 22, 2014 12:58 PM
To:
Subject: Opposed to Bill 69

Aloha Committee Chair Kobayashi and members of the Budget Committee,

I am writing to strongly urge you to vote down Bill 69 for the following reasons:

1. I cherish, as I am sure you do, the scenic beauty of this island. I live here partially due to the fact that there are no billboards. It is offensive and an overburden of visual assault. We have enough media to process in one day. Allowing advertising signs to mar this beauty is counter to what all we hold dear. Rolling billboards are just as bad as the stationary ones. The Outdoor Circle got rid of a century ago! I was so happy that the Outdoor Circle was able to remind our leaders that the flying billboards behind planes in the air, and the changing billboards on the sides of trucks and vans should be banned several years ago. Why do we need to keep fighting for the beauty that our state makes hundreds of millions of dollars in tourist money each year. They don't want the signs either.

2. The Mayor and City Council must restore the cuts that were made in Oahu's bus service. But they cannot hold bus service hostage to a plan for billboard advertising that will damage our scenic beauty. They must be creative and find the money somewhere else. As leaders in a time of climate change with ambient temperatures rising and diminishing urban forestry that keeps our city cool, perhaps you could get people to sponsor and purchase street trees to replace many of the mature trees coming down around the island. Perhaps that money could flow to the bus. PLEASE respect our quality of life and find another solution to budget issues.

3. Bill 69 creates a false promise of new revenue because of its many legal problems. We already saw how previous efforts to regulate advertising content produced years of expensive litigation around aerial advertising. Bus billboards are a bad idea. The Budget Committee must kill this bill right now.

Mahalolo!

Cindie Ogata, mother, daughter, educator, environmental citizen for peaceful, healthy communities
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